

UTILIZATION APPLICATION CANVA AS MEDIA GUIDANCE AND COUNSELING IN SCHOOL

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Abstract

With the development of science and technology, the world is becoming easier, this is no exception in the world of education. This research aims to show how important the use of media is in providing counseling services. Technology continues to develop rapidly, therefore school teachers are required to be creative, one of which is by using the Canva application. The results of the discussion in this article contain the urgency of using bk media in guidance and counseling services and show the various features available in the Canva application. The aim of this article is to provide benefits in the form of information for guidance and counseling teachers in developing media in schools.

Keywords: Media, Canva, Guidance and Counseling

1. Introduction

We have entered the era of society 5.0 which offers a human-centered society that balances economic progress with solving social problems through a system that really connects the virtual world and the real world (Prayetno et al., 2022). According to (Nilasari, 2020) education 5.0 is a response to the needs of the industrial revolution 5.0 in where humans and technology are aligned to create new opportunities creatively and innovatively. The 5th industrial revolution is currently underway and has influenced various aspects of human life, including the world of education. Digital technology and the internet have become the main tools in the teaching and learning process. Teachers and students are no longer bound by conventional time and space in the classroom. They can learn anywhere and anytime with the help of smart mobile devices and internet network. Learning methods have also changed to become more interactive and collaborative. Students not only receive knowledge passively from teachers, but can also share knowledge and work The same with friend peer in the whole world. Tasks can be completed automatically group even though its members are located in different parts of the world. The teacher acts as a facilitator who guides students in the knowledge construction process.

The era of industrial revolution 5.0 demands an education system that is flexible and able to adapt to changing times. Creativity and critical thinking abilities are the main skills that students must have. Education no longer only conveys facts, but also trains students to process and apply this knowledge in real life. In this way, education can prepare Indonesia's young generation to become human resources excellence that can compete on the global stage. Based on this background, guidance and counseling teachers are expected to be able to provide maximum services by utilizing the media. Interactive media is a form of means for conveying information clearly, effectively and efficiently so that information can be received quickly and clearly (Badrujaman et al., 2018). The word "media" comes from the Latin word, which is the plural form of the word "medium". Literally the word means intermediary or introduction. According to (Hasan et al., 2021), media is a communication channel tool, Guidance and counseling is an activity Which involve a guidance and



counseling teacher (BK teacher)/counselor in an effort to make students or clients independent. Independent guidance and counseling mandates guidance and counseling teachers/counselors to understand each client or counselee as a whole. (JASMANI, n.d.)

Guidance and counseling media are anything that can be used to convey guidance and counseling messages that can stimulate the counselee's thoughts, feelings, attention and willingness to understand themselves, direct themselves, make decisions and solve the problems they face. Guidance and counseling media always consist of two important elements, namely the equipment or hardware element and the message element it carries (messages/software). Software is the information or guidance and counseling material itself that will be delivered to the counselee, while hardware is the means or equipment used to present the guidance and counseling message/material.

According to (Corey, 2009) the use of media in guidance and counseling activities is very important to support the achievement of the goals of guidance and counseling itself. Various media can be used according to the characteristics of students, the problems they face, and the guidance and counseling goals they want to achieve. The right media can facilitate the communication process between counselors and students, attract students' attention, and facilitate students' understanding of the problems they face and solutions to these problems (Azzet & Safa, 2012). Several types of media that are often used in guidance and counseling activities include written media such as worksheets, grids, and so on. Then audio media such as voice recordings or music are adapted to the guidance purposes. Also visual media such as posters, comics, pictures, short films, and so on. The use of media in guidance and counseling needs to pay attention to the characteristics of students so that the guidance process and results can be optimal (Taufik, 2014).

One of them is by using the Canva application, Canva was founded in 2012 by Melanie Perkins, who previously founded Fusion Books, a well-known book publisher in Australia. Canva is a tool for graphic design that provides users with the ability to easily design various types of creative designs online. Starting from designing greeting cards, posters, brochures, infographics, and presentations (Kristanto, 2020). With the application, it can become a forum for applying guidance and counseling media in schools.

2. Method

This research uses literature studies according to Sugiyono (2019) who says that literature studies are related to theoretical studies through references related to values, culture, and norms that develop in the situation studied. The literature method is a way to collect data by examining various written sources such as books, scientific journals, articles and other sources of written information that are relevant to the research topic. This method is carried out by identifying, selecting, analyzing and interpreting written sources to understand the background and theoretical basis related to the research topic. The advantage of using the literature method is that it is easy to do and the data source is easy to access. However, the weakness is limited information only obtained from source written just. Therefore, the literature method is often used as a support for other research methods. From the literature study, a secondary data study will be produced which has been selected by literature and then communicated and studied further to obtain a concept construction (Ilmi, 2022) regarding the benefits of the Canva application as a guidance and counseling medium in schools.

3. Results and Discussion

3.1. Results

From the results of the literature that found 42 articles, 14 articles were found that could be studied in the use of the Canva application as a guidance and counseling medium in schools. The article is below:

| No | Writer and year | Title | Source |
|----|------------------------------|--|---|
| 1 | (Prasetiawan & Alhadi, 2024) | Utilization Media Guidance and Counseling at Muhammadiyah Vocational High Schools throughout Yogyakarta City | JKBK: Journal of Guidance and Counseling Studies |
| 2 | (Azwar, 2023) | Implications of the independent learning policy for the implementation of guidance and counseling services | Proceedings of National Seminar & Workshop Guidance and counseling |
| 3 | (Sari et al., n.d.) | Improving ICT Skills for BK Teachers through Digital Service Content Training Based on Local Wisdom Values | Journal of Research and Community Service |
| 4 | (Saman et al., 2021) | Utilization of the Canva Application to create Guidance and Counseling Media for MGBK Gowa Regency | Journal of Community Service |
| 5 | (Safitri et al., 2024) | Utilization of Website Media Canva to Increase Empathy for class VII students at SMP N 1 Boja | Journal of Social Science Research |
| 6 | Mother Earth, E.I. , et al | Development of Career Guidance Teaching Materials Based on the Canva Application for Class X Students of SMA N 1 Karangan. | <i>Education Journal: Journal of Educational Research and Development</i> |
| 7 | Mulyani, N., et al | The Effectiveness of Canva Media for Increasing Self Esteem in Students | <i>Research and Development Journal of Education</i> |
| 8 | Daughter, A., et al | Media Learning Audio CANVA Based Visuals | National Seminar on Educational Sciences and Multi- Disciplines |
| 9 | Yulianto, L. | Canva-Assisted PjBL Implementation to Improve Learning Motivation and Design Skills of Vocational School Students | EDUCATION: Journal Indonesian Teachers Association Scientific |
| 10 | (Afifah et al., | Analysis of Student Responses to | <i>Innovative: Journal Of Social</i> |

| | | | |
|----|-------------------------|---|---|
| | 2024) | Canva Design Innovations in Guidance Counseling Sessions | <i>Science Research</i> |
| 11 | Suwidagdho, D. et al | Increasing the skills of guidance and counseling teachers in developing guidance and counseling media based on the online Canva application | JMM: Journal Independent Society |
| 12 | (Prayetno et al., 2022) | Application Usage Canva in Creating Media for Guidance and Counseling Services in Schools/Madrasas | Al-Madrasah: Journal of Madrasah Ibtidaiyah Education |
| 13 | (Aminah et al., 2022) | Training on Using the Canva Application As Media Information BK at MGBK Barito Kuala Middle School | Journal of Al-Ikhlas Service, Kalimantan Islamic University, Muhammad Arsyad Al Banjary |
| 14 | brilliant, A. RS, et al | Development of Carrd Website Media-Based Career Information Services to Improve Career Exploration for Class XI-7 Students at Institut Indonesia Semarang High School | <i>Innovative: Journal Of Social Science Research</i> |

3.2. Guidance and Conseling Media

Media Guidance And Counseling, Media is a means or tool used to convey messages from the sender to the recipient of the message. In guidance and counseling activities, media is also needed to support the effectiveness of the guidance and counseling process. This media can be in the form of visual aids, audio visuals, computers, the internet, and so on. By using the right media in the guidance and counseling process, it is hoped that it will facilitate the delivery of information to students and can increase the effectiveness of the guidance and counseling activities themselves. According to Sujiono (in Irawan, 2015) guidance and counseling media is equipment in the form of software and hardware that functions as a tool in guidance and counseling service activities. Guidance and counseling media are facilities or tools used to assist the guidance and counseling process. This media can be books, cassettes, films, videos, computers, Internet, and so forth. With use media, process guidance And counseling can run more effectively and efficiently. Counselors can convey information, knowledge and insight to clients more clearly and easily understood. Clients can more easily understand the problem and get solutions or alternative solutions to the problem.

Media provides additional stimulus for the guidance and counseling process. With a variety of media, counselors can be more flexible in choosing which media best suits the client's characteristics and type of problem. For example, for children it is more appropriate to use media cartoon films or interactive games. Meanwhile, teenagers, adults, even parents, prefer PowerPoint

presentations, books or educational videos. The benefits of using media in guidance and counseling according to Nursalim (2013) are (1) use of media guidance counseling is not an additional function, but has its own function as a means of helping to create a more effective guidance and counseling situation; (2) guidance and counseling media is an integral part of the entire guidance and counseling service process; (3) guidance and counseling media in their use must be relevant to the objectives or competencies to be achieved and the content of the guidance and counseling service itself; (4) guidance and counseling media does not function as a means of entertainment, therefore it is not permitted to use it simply for games or to attract students' attention; (5) guidance and counseling media can function to facilitate the guidance and counseling process; (6) guidance and counseling media functions to improve the quality of guidance and counseling services .

The advantages of using media include facilitating the communication process, attracting students' attention, enriching the learning experience, and improving learning outcomes. On the other hand, the use of appropriate media can support the achievement of guidance and counseling goals effectively and efficiently. Therefore, the use of appropriate media needs to always be a concern for supervisors and counselors. Minister of Education and Culture Regulation No. 111 of 2014, the aim of the guidance and counseling program in schools is to help students develop their potential optimally so that they can adapt well in the school and community environment. This program aims to (1) help students recognize and understand themselves, such as interests, talent, excess, And lack, (2) help participant educate in develop academic and non-academic abilities according to their interests and talents, (3) help students develop social skills such as teamwork, communication, empathy and leadership, (4) help students develop careers through introduction to the world of work and guidance continuing education, (5) helping students in dealing with personal, interpersonal and other problems.

Guidance and counseling media has various advantages and disadvantages in its implementation. Some of the advantages of using guidance and counseling media include: (1) increasing students' interest and motivation in participating in the guidance and counseling process because it is equipped with visual and audio elements that attract students' attention, (2) makes it easier to convey information to students because it is equipped with pictures, animation, and sound effects that help students understand the material, (3) make it easier to evaluate because the results of discussions and interactions can be recorded well (Nur, 2016). Meanwhile, according to Corey (2013), the advantages of guidance and counseling media are (1) increasing client interest and motivation to be involved in the guidance and counseling process. The media used can attract the client's attention, (2) make it easier process communication between counselor with client. Media like videos, audio, picture, and others can clarify the information conveyed (3) increase the client's understanding of guidance and counseling material. Audiovisual media such as video can help clients understand a concept more easily.

Some of the disadvantages of using guidance and counseling media include: (1) Dependence on electricity and internet networks. Disruption to one of these elements can disrupt the guidance and counseling process, (2) it is less flexible to use anywhere considering the need for supporting hardware and software, (3) the cost of procuring and maintaining equipment is relatively expensiveicc (Hafidziansyah, 2022). According to Gladding (2018), several disadvantages of using guidance and counseling media include (1) dependence on certain facilities and hardware. If the facilities are damaged or not available, the process of using the media will be hampered, (2) the

costs of procuring and maintaining the facilities are quite expensive. This can be an obstacle for institutions and counselors who have limited budgets, (3) counselors' unpreparedness in operating certain devices or applications. Counselors must have knowledge and skills in operating media support devices.

Guidance and counseling media is one of the tools used in providing guidance and counseling services to students. This media can be in the form of books, videos, games, posters, and so on. Using appropriate media can facilitate the guidance and counseling process and increase its effectiveness. The following are examples of guidance and counseling media:

- a. The book "Understanding Yourself" by Abdul Muis. This book contains techniques for understanding yourself better.
- b. An educational video about stress management entitled "Manage Stress Effectively". This video contains the causes of stress and healthy stress management techniques .
- c. Game card "Know Self I". Game This containing cards with questions to get to know yourself.
- d. Poster "Importance Communication Which Healthy". Poster This containing about importance healthy communication in everyday life.
- e. Abdul Muis. Understand Self Alone. Jakarta: PT Scholastic References Main, 2015.
- f. Koesoema, Doni. Get over it Stress with Effective. Yogyakarta: Ar-Ruzz Media, 2010.
- g. Kartini, Kartika. Get to know Self I. Bandung: CV References Loyal, 2008.
- h. Book "Understand Self Alone" work Suyanto. Publisher Erlangga. Year 2010.
- i. Film documentary "Overcome Stress" Which produced by RCTI. Year 2015.
- j. Poster "Connection Between Personal Which Healthy" Which published Body Coordination Family National Planning (BKKBN). 2017.
- k. Audio cassette "Relaxation to Overcome Anxiety" recorded by a University of Indonesia counseling expert. Year 2013.

3.3. APPLICATION CANVA

Use technology digital in education increasingly increase. Various application can used by teachers and students to support the learning process, such as learning support applications online, classroom management applications, assessment applications, and many more. These applications not only attract students' interest, but can also make it easier for teachers to manage classes, assess learning outcomes, and even conduct learning outside teaching hours (Hidayat & Khotimah, 2019)

Some of the benefits of using digital applications in education include increasing students' interest in learning, facilitating access to information, supporting diverse learning styles, and developing 21st century competencies. However, the implementation of digital applications in education also needs to be carried out in a directed and structured manner so that learning objectives are achieved. Teachers need to study the application features in depth and design lessons accordingly. Periodic evaluations need to be carried out to find out to what extent the application can support learning (Amri et al., 2021)

Canva is a graphic design application that allows users to create various graphic designs such as posters, flyers, presentations, and so on easily and quickly without having to use complex graphic design programs. This application was launched in 2012 and has become one of the top choices

for those who need simple but professional graphic design. With Canva, users can find various design templates that are ready to use and can be changed according to their needs. There are also various graphic elements such as photos, illustrations, icons, text and others that can be inserted into the design. Users can also upload their own images or use image collections available on Canva. Additionally, the app allows users to work collaboratively with others on a single design. Canva is application design graphic Which can accessed through device mobile or computer. This application allows users to create various types of designs such as posters, flyers, card Name, banners And other etc with easy without need own knowledge about in-depth graphic design.

Users only need to select the template provided, add graphic elements such as images, text and other objects then arrange the layout. Canva also provides various image libraries, icons, stock photos, and other graphic elements that can be used freely. Other features that Canva has include team collaboration, which allows several users to work on one design simultaneously, automatic saving in the cloud, and integration with various services such as Dropbox, Google Drive, OneDrive and others.

According to (Syahrir et al., 2023) superiority other from application Canva that is (1) Own Lots ready-to-use design templates so users don't need to create designs from scratch, (2) provides a wide selection of fonts, colors, images, icons and other design elements that can be used freely, (3) supports real-time team collaboration so it is possible multiple users to work on one design simultaneously, (4) has an auto-save feature so users don't need to worry about losing work, (5) can be accessed via a web browser or mobile application for free, (6) frequently adds new features and content to increase user creativity. The main advantage of Canva is its design interface which is very easy for new users to understand. Users do not need to have advanced design knowledge because Canva provides various templates and design elements that can be arranged as desired. Additionally, Canva also provide thousands in stock Photo, illustration And icon that can used freely in design. Users can also upload their own images or use images from other sources. Canva also has a collaboration feature so multiple users can work together on one design. Another feature is file storage in the cloud so that it can be accessed from various devices (Syahrir et al., 2023).

Canva is Wrong One application design graphic Which popular and easy used. However, there are several weaknesses and shortcomings inherent in this application. First, Canva's basic features are limited. Although there are a variety of templates and stock images that can be used, more complex designs will be difficult to do in Canva. Second, the resulting file format is not necessarily compatible with professional design programs such as Adobe Photoshop or Illustrator. Graphic files exported from Canva can only be JPEG or PNG files, while vector formats such as PDF, AI, EPS are not available. Third, the license to use stock images available on Canva is limited. Images may only be used for non-commercial purposes only.

4. Conclusion

Based on the previous discussion, it can be concluded that the Canva application can be used as a medium for guidance and counseling in schools. This application has various advantages such as being easy to use, having many ready-to-use design templates, being able to be adapted to user needs, and being flexible for use on various devices. With its various features, Canva can make it easier for guidance and counseling teachers to create various things material teach like infographics, poster, presentation, And other etc For needs guidance and counseling student. Besides That,

application This Also can make it easier communication between Teacher BK, students and parents so that the guidance and counseling process becomes more effective and efficient. Due to the advantages and convenience it offers, the use of the Canva application as a guidance and counseling medium in schools is very relevant to support the optimal implementation of guidance and counseling programs. Thus, it is hoped that this application can be utilized optimally to improve the quality of guidance and counseling services in schools.

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